



Memorandum

To: **Honorable Mayor Seei and the Frisco City Council**
Thru: **George Purefoy, City Manager**
From: **Jason Gray, Assistant to the City Manager**
CC:
Date: 12/29/2000
Re: Policy Governance Monitoring

Please find the attached Policy Governance reporting documents that are scheduled for your review at the first meeting in January. The items that are scheduled to be monitored include the following:

- Superdrome Development Series annual report—includes narrative description within the body of the report.
- Superdrome Event Attendance summary report—includes narrative description within the body of the summary.
- Code Enforcement Log Sheet—November 2000 with explanatory memo.
- Recreation participation annual summary report.

Because of scheduling difficulties, I have had to push the Ends Development Process steps 2 (Outside Experts) and 3 (Partners) to the January 16th meeting. Richard Franco, Executive Director of the Denton Housing Authority and former HUD official will be there as the outside expert, and I am in the process of confirming with the School District, Frisco's Project for the Future, and Kent Conine as the partners in the process.

Thank you for your consideration of this item, if I can be of any support, please contact me at 972-335-5551 x125 or by email at atcm@ci.frisco.tx.us.



SUCCESS STORY

The 2000 EXIDE Technologies Superdrome Rider Education Program continues to grow at record pace. The 2000 EXIDE development program have been very successful, and with the startup of the new school year, the EXIDE Technologies Development Classes have once again filled with young riders and adults interested in making track cycling an integral part of their lives. Continued participation in the Youth Development Class, the Rider Development Program, and the Racer Education Class has resulted in a greatly expanded rider base, as well as an increased competitor base. This should set the stage for an even more successful 2001.

Listed below are our accomplishments up to the end of October 2000.

EXIDE Development Programs Summary to Date:

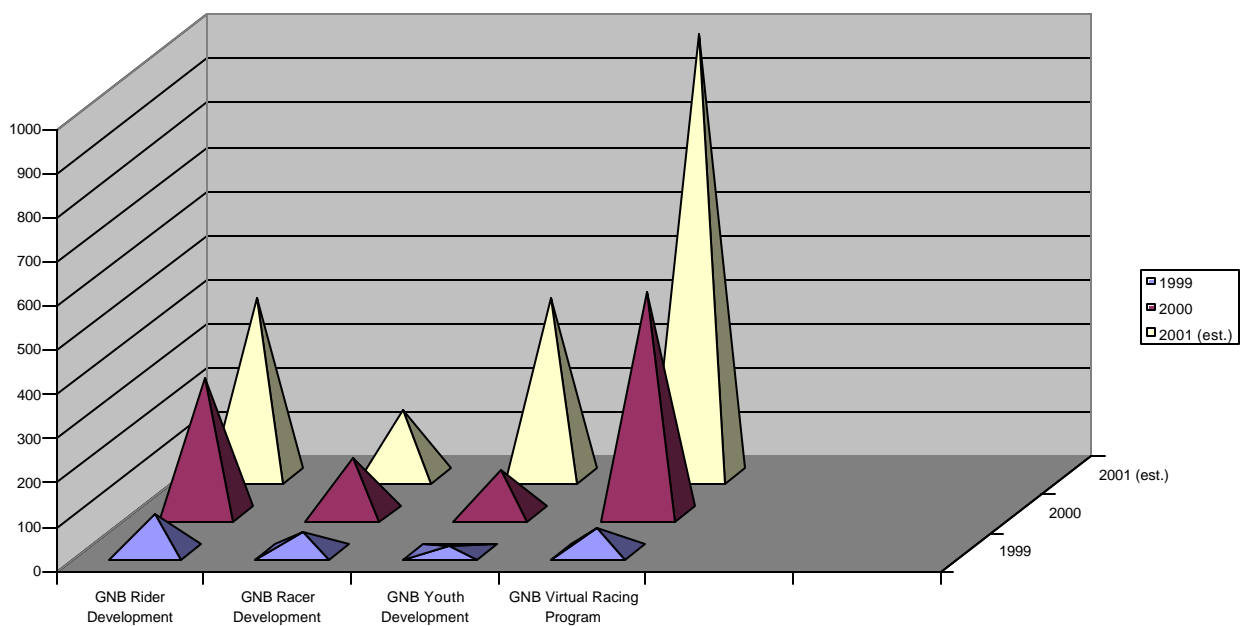
- Riders who have participated in the expanded EXIDE Technologies Rider Development Program: **310**
- Riders who have participated in the expanded EXIDE Technologies Racing Education Program: **125**
- Percentage of riders who enter the EXIDE Racing Development Class after completing the EXIDE Rider Development Program: **40%**
- Number of Participants in the EXIDE Youth Development Program for riders 12 to 15: **101**
- Number of Combined Participants in our Cooperative Cross-Promotion “**Superdrome Virtual Racing**” with the Dallas 2012 Olympic Bid Committee: **500 +**

Our program has continued to increase the interest and participation levels in Superdrome activities this Fall as we have participated in the Grand Opening of the Stonebriar Centre Mall in Frisco and the various Activities Fairs held at each of the local high schools and universities. We have helped revive the SMU cycling club, bringing in 30 Freshman alone, and we are reaching out to local service groups, such as the Boy Scouts and Girl Scouts, Local YMCA's and Boys' Clubs. The National Collegiate Cycling Association will host their National Championships here, and we will be using the competition to engage more participants at all levels. The Fall will see at least 100 more participants in both the EXIDE Development Class and the EXIDE Racing Education Class, and we will continue the development of youth as we approach school districts and lobby for field trips, cycling clubs, and even varsity-level teams.

As we look forward to implementing the Superdrome Coaching Network to continue the



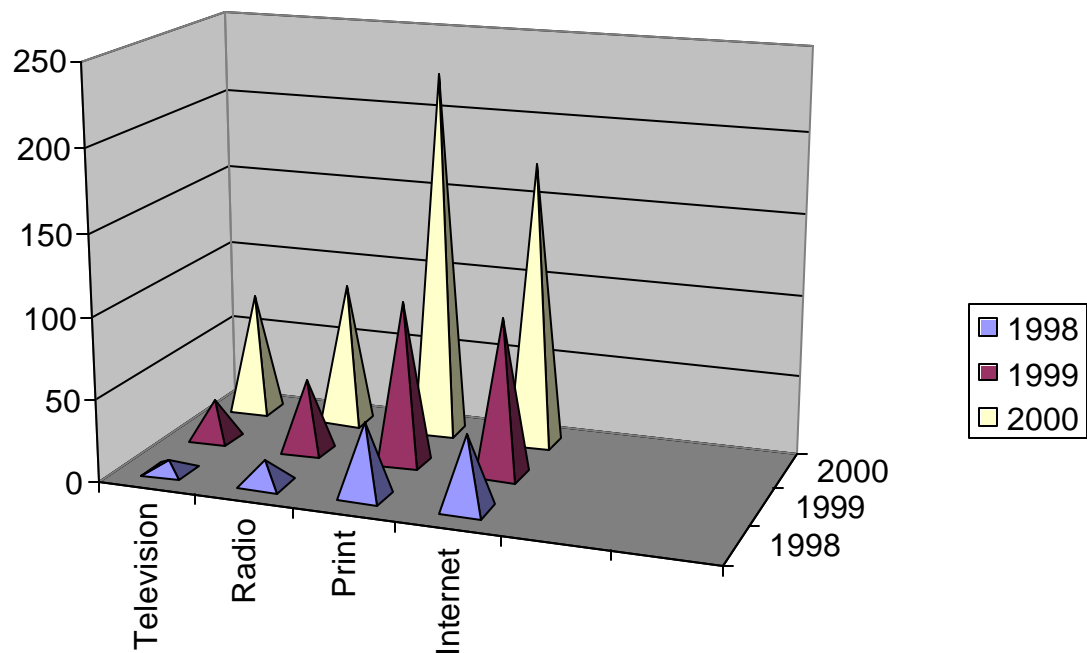
development of riders and teams on an individual and group-by-group basis. Track Cycling is becoming a more popular option for families and individuals at all ages, and with continued support and forward-thinking recruiting, the Superdrome Development Programs should continue to see success at all levels.





SUCCESS STORY

Superdrome Sports Enterprise Public Relations Drive Success Of Facility...



* Statistics based on total number of feature stories and articles written during the course of a designated season.



2001 SUPERDROME SPORTS ENTERPRISE SCHEDULE

March

Superdrome – Spring Schedule
EXIDE Rider Development Begins
EXIDE Racing Development Begins
EXIDE Youth Development Begins

EXIDE Youth Development
UPS Racing Series – Phase 2
TTCL – Game 4
Texas State Championships

April

Superdrome – Spring Schedule
EXIDE Rider Development
EXIDE Racing Development
EXIDE Youth Development
UPS Racing Series – Phase 1
TTCL – Game 1
Superdrome Youth Clinic 1
Erwin Park – Youth Clinic 1

August

Track – Summer Schedule
EXIDE Rider Development
EXIDE Racer Development
EXIDE Youth Development
UPS Racing Series – Phase 3
TTCL – Game 5

May

Superdrome – Spring Schedule
EXIDE Rider Development
EXIDE Racing Development
EXIDE Youth Development
UPS Racing Series – Phase 1
TTCL – Game 2
Erwin Park – Youth Clinic 2

September

Track – Fall Schedule
EXIDE Rider Development
EXIDE Racer Development
EXIDE Youth Development
UPS Racing Series – Phase 3
TTCL - Playoffs
Erwin Park Youth Clinic

June

Track – Summer Schedule
EXIDE Rider Development
EXIDE Racing Development
EXIDE Youth Development
UPS Racing Series – Phase 2
TTCL – Game 3
Collin Classic Bike Rally
Masters National Championship Tune-up
Erwin Park Clinic 3

October

Track – Fall Schedule
EXIDE Rider Development
EXIDE Racer Development
EXIDE Youth Development
UPS Racing Series – Finals
TTCL - Championships
AMBC Erwin Park Challenge

July

Track – Summer Schedule
EXIDE Rider Development
EXIDE Racing Development



- Schedule subject to change

U.S OLYMPIC TEAM TRIALS – TRACK CYCLING FINAL RECAP OUTLINE

I. Participants

- A. 200 athletes
- B. 4 countries
- C. Due to the Olympic Trials event – Chris Witty, Jonas Carney, Jeff Labuave to be named to the U.S. Olympic long team later this summer.
- D. Team UPS (Sponsors – UPS, GNB, city of Frisco, CCCCD, Dallas Morning News, Samsung, Carnac, Rudy Project, Giro, Superdrome.com)
 - 1. Jeff Labuave
 - a. 3rd Match Sprint
 - b. Olympic Sprint – fastest first lap
 - 2. Marcello Arrue
 - a. 1st Olympic Sprint
 - b. 2nd Kierin
 - c. 4th Match Sprint
 - 3. Tanya Lindenmuth
 - a. 1st – Match Sprint
 - b. 4th – 500 Meter time trail
 - 4. Jenny Reed
 - a. 2nd –match Sprint
 - b. 5th – 500 Meter Time Trial
 - 5. Johnny Bairos
 - a. 1st – Olympic Sprint
 - b. 4th – Kierin
 - 6. Sky Christopherson
 - a. 1st – Kilo
 - b. 1st – Olympic Sprint

II. Spectators

- A. 6000 – event attendance
- B. 25 states
- C. 3 Countries

III. Media

- A. 175 media credentials distributed
- B. 15 states
- C. 2 countries

IV. Marketing

- A. Advertising
 - 1. Television (284 spots)
 - 2. Radio (257 spots)
 - 3. Direct mail (400,000 pieces dist.)
 - a. FCA

- b. CCCC CD Summer catalog
- c. CCCC CD Kaleidoscope
- d. Frisco Chamber Newsletter
- e. Frisco home Owners Assoc.
- f. Metroplex Mayors
- g. Allen ISD
- h. Frisco ISD
- i. Frisco Swim
- j. Frisco Soccer
- k. Church Youth network
- l. Plano sports Authority
- m. Frisco Band
- n. Wheels in Motion
- o. Dallas mavericks season ticket base
- p. Dallas Sidekicks season ticket base
- q. Longhorn Council (Boy Scouts)
- r. Girt Scouts
- s. Part Cities Cheer
- t. Pro Spirit cheer
- u. YMCA
- v. Metroplex Cycling Clubs
- w. Cougar Cheer
- x. Frisco Drill Team
- 4. Newspaper (12 ads placed)
 - a. Dallas Morning news
- 5. Magazine (2 ad placed)
- 6. Outdoor (Blvd. Banners)
 - a. 50 banners dist.- Main Street, local shopping centers

B. Promotion

- 1. Art Banner Contest
 - a. 400 student participants
 - b. 3500 students during athlete assembly programs
 - c. 300 - Staley Middle School field trip to Superdome
- 2. Ticket Stock (20,000 attendance)
- 3. Dallas Auto Show (50,000 attendance)
- 4. PSMA (250 attendance)
- 5. 2012 Sponsor Mixer (150 attendance)
- 6. Superdome.com Cycling team
- 7. Olympic Trials poster campaign

C. Internet

- 1. CCCC CD
- 2. City of Frisco
- 3. Superdome.com
- 4. Friscotx
- 5. Dallas Morning News
- 6. Merge 93.3

7. Dallas Visitors & Conventions Bureau
8. Dallas 2012

V. Media Coverage

- A. 40 – Television features
- B. 35 – Radio Features
- C. 200 - Print features
- D. 15 – Internet features

VI. Economic Impact (Superdrome)

- A. \$45,000 Ticket sales
- B. \$18,000 Merchandise Sales
- C. \$115,250 cash sponsorship
- D. \$152,000 VIK sponsorship

VII. Economic Impact (community)

- A. 1500 room nights
- B. 7500 meals

VIII. GNB Development

- A. Every class in 2000 season is full to capacity
- B. Additional 5 classes have been added to accommodate rider demand

IX. UPS Racing Series

- A. Increase of 30% in participant compared to 1999 season
- B. Increase of 40% in spectator base